When a video is most effective in your marketing process

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Marketing funnels and types of videos

- Video marketing is just a part of your overall marketing strategy, so you always have to keep your ultimate goals in mind
- For each part of the marketing funnel, there is a different type of video that you can create
  - **#1 Awareness (top of the funnel) - ads and explainer videos**
  - **#2 Consideration (middle of the funnel) - customer testimonials and product demos**
  - **#3 Decision (bottom of the funnel) - walkthroughs and F.A.Q.s**
- Whenever you notice people are stuck in one part of the funnel, you can create more videos of the type that can get them to the next stage